

Big Data и Одноклассники

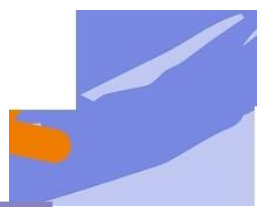
Аас MICM

У Одноклассников не отнять главного – это второе

cou.ceTb a PoccMM ('1-e MecTo cpeAM acex CGMTOB PyHeTG).A, HGnpMMep,a ApMeHMM M aoace
nepBGA. MMAAMOHbIAIOA8M e>1CeAH8BHO 3GXOART HG CGMT
ceTM M OCTGBAAIOT TGM TepG6GMTbIAGHHbIX, ICOTOpble MO•
GHGAM3MpoaGTb.KGKMe A Hble cou.ceTb co6MpGeT c no
ICGICOM CTelCe MO>ICHO BAerICY,I0-06pG6GTbIBGTb A8CATICM Tep
cyTKM? M acerAa AM 6oAb

AGHHbIX - Ay'lwe?

HO
aoaaTeAeA? Ha GMT
AGHHbIX a



Big Data

СНИКИ

AMMTpMM 6yraA'leHKO. 3aKOH'IMA

CaHICT-neTep6yprCICMM rOCYAGPCTBeHHbIM YHMBepC:MTeT B 200'1
roAy,TGM >Ke 3GW,MTMA ICGHAMAGTCICYIO no
cpopMGAbHO-AOrM'leCICMM MeTOAGM B 2007.no'ITM 9 Ae
npopa60TGA B ayTcOpCMHre,He TepRR ICOHTGICTG c yHMaepcMTeToM M

HGY'IHOM cpeAOM.AHaAM3 6oAbWMX

AGHHb >C B 0AHOICAGCCHMICGX CTGA AAA AMMTpMR YHMICGAbHbIM

WGHCOM COBMeCTMTb TeopeTM'leCICYIO

n0Ar0Toa1ey M HGY'IHbIM cpyHAaMeHT c pa3pa6oTKOM peaAbHbl>C M

BOCTpe6oaaHHbl>C npOAYICTOB.



Ka1<Me AGHHble 0 nOAb30BGTeAAX BblCO6
MCnOAb3YIOTCA?

pa e,M ICGIC OHM

AMMTpMM &yraM'leHKO:XopowMM aonpoc.XoTeA 6b1 cpaay OTMeTMTb,'ITO
B 0AHOICAGCCHMICGX MbIO'leHb

MHOro BHMMGHMA yAeAAeM aonpocaM co6AIOAeHMA
npMBGTHOCTM nOAb30BGTeAeM M 3TM'leCICMM aonpocaM xpaHeHMA M
McnOAb30BGHMA AGHHbIX.KpoMe Toro,Mbl yaa•aeM M co6A10AaeM
aaKOHOAaTeAbCTBO PCS»»,

perAaMeHTMpy10w,ee aonpOCbl,CBA3GHHble co c6opoM M
MCnOAb30BGHMeM nepCOHGAbHblX AGHHbIX.npalCTM'leCICM
ace AGHHble,c ICOTOpblMM MbIpa6oTaeM,B TOM MAM MHOM BMAe
AOCTynHblM o6bl'IHblM nOAb30BGTeAAM cou.ceTM '1epe3 ae6-MHTepecpeMC
M M06MAbHble npMAO>ICeHMA

(noCTb ,<<ICAGCCb >>,ICOMMeHTblM T.A.),a MCnOAb3yeM MbI

3TM AGHHb1e,a nepay10 O'lepeAb,AAA yAy'lweHMA user
experieHce - CTapaemCR ynpOCTMTb AAA nOAb30BGTeAeM noAy'leHMe
HOBOro MHTepecHoro ICOHTeHTG,nOHATb MX
noTpe6HOCTM,CHM3MTb HeraTMB M T.A.



EcAM roaopMTb o cpoTo M BMAeo,'ITO noA
M3 TGICMX AGHHbIX?

езного MO>ICHO nOAY'IMTb

AMMTpMM 6yra 'leH1eo:AHaAM3 MYAbTMMeAMMHbIX (cpoTo,BMAeo,aay1ea)06•e1eToa AeMcTBMTeAbHO conpn•eH c pRAOM
cAO>KHOCteM.3TM AGH 1t1e MAYT a pa6oTy AM6o npM

peaAM3GU.MM cneu.McpM'IHbIX cpyHKU.MM,AM6o HG Tex 3Tanax, ICOraG Ma <<ICAGCCM'leCICMX>> AGHHbl)(no
GICTMBHOCTM y•e Bbl>ICGAM 80% pe3yAbTG TG M HGA AO>ICMMGTIt OCTGBWM8CII20%,
noAKAIO'IGR Apyr Me AGHH1t1e.



KaICMM AOA>ICe H 6b1Tb MMHMMGAbHbIM o6'be AG HbIX,'IT061t1
cou.MaAbHaA ceTb aAanTMpoaaAacb noA nOAb30BCI!!' AA? M ecTb AM
1ea1<0M-TO npeAeA AM'IHbIX AGHHbIX, 1eor
npaICTM'leCICM He npOMCXOAMT?

a AGA1llie yAy'lweHMA

AMMTpMM 6yrGM'leH1eo:6oAbWMHCTBO HGWMX CMCTeM HG'IMHGIOT
GAGnTMpOBGTbCA nOA nOAb30BGTAA c
nepaoro ICIMICG.npM 3TOM He06XOAMMbIM 06'beM AGHHbIX
AO <<HGcbIW,eHMA>> CM\|bHO 3GBMCMT OT npeAMeTHOM
o6AGCTM.M AG,60A1twe - He acerAG Ay'lwe.npM
noAy'leHMM CIMWICOM 601\bWoro ICO\|M'leCTBG AGHHbIX CMCTeMG
MO>KeT nepaHGcbITMTCA, C03AGB AAA
nO\|b30BGTAA <<ny3b1pb MHeHMM>>,ICOrAG pelCOMeHAGU.MM
noAy'IGIOTCA peAeBGHThble,HO HeMHTepeCHble.6op6G c TGICMMM
<<ny3b1pAHM>> - 3TO OTaEAbHGA HeTpMBMG\|bHGA



TEMA.

'-ITO TGICOe ny3blpb MHeHMM ("nysblpb cpMbTp

OB?")

ny3b1pb cpMAbTpOB - 3TO M8XGHM3M,C03AGIOW,MM onpeAeAeHHYIO
MHTeAAeICTYGA bHYIO MAM

MA80AO rM'I8CICYIO M30ARU.MIO.0HG MO>ICeT B03HMICHYTb B
pe3yAbTGTe Toro,'ITO GArOpMTMblnOICG3bIBGIOT MGM MHcpopMGU.MIO,c

ICOTO pOM MblcorAGCHbl,OCHOBBIBGRcb HG

HGWeM npOWAOM noaeAeHMM M MCTOpMM nOMCICG. 3TO

AOBOAbHO nonyARpHblM TepMMF, npMAYMGHHblM

MHTepHeT-GICTMBMCTOM.

